



For Immediate Release
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IVERSON LANGUAGE ASSOCIATES DONATES TRANSLATION SERVICES TO UNITED WAY OF GREATER MILWAUKEE

MILWAUKEE, August 31, 2009 – Iverson Language Associates, a Milwaukee-based provider of translation services, today announced that it has donated pro bono translation services to support the efforts of United Way of Greater Milwaukee. Iverson is a division of TransPerfect, the world's largest privately held provider of language and business services.

With 90% of fundraising dollars invested in community problem solving, United Way of Greater Milwaukee is one of the most efficient non-profit organizations in the country. As part of the organization's 2009 marketing efforts, United Way wanted to provide more outreach to the local Hispanic community. Iverson translated a number of marketing pieces into Spanish, including the pledge form, impact coupon incentive, poster, and brochure, as well as the text for a five-minute documentary-style video.

According to Iverson Language Associates President Steve Iverson, "United Way of Greater Milwaukee will help over 425,000 people in the metro Milwaukee area this year, and we are very proud to be able offer our services to support their efforts."

Ann Stadler, VP of Marketing & Communications for United Way of Greater Milwaukee added, "We're grateful to the Iverson team for helping us reach the growing Spanish-speaking population in the area as we hope to improve the lives of people in Milwaukee and the surrounding communities. We're looking forward to working with them again in the future."

About United Way of Greater Milwaukee

United Way of Greater Milwaukee has been fulfilling its mission of strengthening lives for 100 years by investing in the community's most critical issues. United Way makes the biggest difference by bringing together resources from the entire community to help create lasting change. Last year, United Way of Greater Milwaukee improved the lives of over 425,000 people. United Way has been recognized as one of the most highly efficient charities both locally and nationally by Charity Navigator, the nation's largest nonprofit watchdog organization, and the Better Business Bureau of Wisconsin. More information about United Way of Greater Milwaukee is available at www.unitedwaymilwaukee.org.

About Iverson Language Associates

Iverson Language Associates, based in Milwaukee, WI, was founded in 1986, and focuses on providing document translation and desktop publishing in all languages to clients and organizations that have a need to manage their multilingual efforts. As one of the few ISO 9001 certified language providers, Iverson works with clients around the country. In 2008, Iverson merged with TransPerfect, the largest privately held language service provider in the world. For more information, visit www.iversonlang.com.

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